



April 15, 2010

To Prospective Bidders,

Enclosed is the State's response to proposer questions concerning the Request for Proposals (RFP) for a Historic-Style Specialty Food Service & Retail Concession located within Old Town San Diego State Historic Park.

The enclosed response includes the questions as submitted by each of the prospective proposers.

You may access all materials referenced in this letter on the Concessions website at www.parks.ca.gov/concessions. If you have any questions, please contact the Concessions Specialist Donna Renner at (619) 688-3343 or drenner@parks.ca.gov.

Sincerely,

A handwritten signature in dark ink, appearing to read "J. A. Luscutoff".

James A. Luscutoff, Chief
Concessions, Reservations, and Fees Division

Enclosures

cc (w/o enclosures): Clayton Phillips, Acting District Superintendent
Donna Renner, Concession Specialist

Operation Plan Questions:

(Submitted By Quality Coast, Inc.)

1. Will the State Park allow the concessionaire to apply for and operate with either #41 or #47, Beer/Wine or liquor license?

Refer to Sample Contract Section 9. The Department will consider proposals that include alcohol sales with bona fide meals consistent with State Park Commission policies.

2. The State lists November 1, 2010 as the date of Contract beginning. Is this the date the concessionaire has access to the property and is allowed to begin facility improvements?

The contract effective date is a projection and contingent upon many factors including the Concessionaire returning the required performance bond, insurance and contract documents in a timely manner. Upon receipt of those documents California State Parks must approve and obtain all necessary contract approvals from the Office of the Attorney General and the Department of General Services. The State has the ability to authorize an Early Entry Permit to commence facility improvements upon contract signature and receipt of the required bonds and insurance.

3. Does the State Park have an opening date requirement for the concessionaire to be fully operational?

Yes, please refer to RFP Page 17 Facility Improvement Plan Implementation and Sample Contract Section 10 Construction and Completion of Improvements.

4. Will the concessionaire be required to pay the monthly minimum of \$5,000.00 to the State Parks during the facility improvement stage, while the concession is closed?

Per Sample Contract Section 5 Rent, there is not a minimum monthly rent requirement. Monthly rent is paid based on gross sales when concession is operational. If monthly rent based on gross sales does not meet the minimum annual amount (\$60,000 or as bid), the balance is paid at the end of the first Contract Year in which the concession is scheduled to operate as indicated in the Concessionaire's Facility Improvement Plan.

5. The RFP states that the State will not consider a Mexican Food Restaurant. Will the state consider menu items which are a blend of cultural Hispanic and Anglo Foods?

The RFP Page 2 will not consider Mexican, Mexican-American, or Latin American cuisine that is currently offered in existing restaurants located within Old Town San Diego SHP.

6. Operational hours are stated at a minimum of 10:00 AM to 8:00 PM. Are there any State Park restrictions on hours that the concessionaire can be opened?

There are no State Park restrictions on the hours that the concessionaire can be opened consistent with a State approval and the Concessionaire's Operations Plan described on RFP Page 14.

7. Would the State Park allow the concessionaire to be opened for breakfast?

Yes.

8. Would the State consider wood fired smoking of food items, representative of the period, while being used as an aroma attraction, i.e., open style BBQ or smoked style BBQ?

Yes.

9. What variations from the time period food items will the State Parks allow? Will the concessionaire be able to serve modern food items also?

Yes.

10. Will the State consider a self serve counter service as opposed to full service style restaurant?

Yes.

11. Does the State require concessionaires to use a specific POS system?

Refer to Sample Contract Section 12 Records and Reports.

12. Will the state provide answers to the questions proposed by perspective contractors in regards to this RFP to all contractors interested in this procurement? If yes, how will the State provide answers, i.e. posting on the States web site or individual notification?

State will publicize the responses to questions proposed by prospective bidders by direct mailing to interested parties and on the Concessions website at www.parks.ca.gov/concessions.

13. Is the concessionaire required to pay prevailing wage rates to any of its employees working under this concession agreement?

No.

Facility Improvement Plan Questions:
(Submitted By Quality Coast, Inc.)

1. Can the State provide its estimates on the breakdown of the initial \$370,000.00 Facility Improvement Plan for use as a comparison to our cost estimates?

The State does not have a cost breakdown.

2. Without complete architectural drawings and plans, the cost estimates required for proposal submission are subjected to a cost variance based upon minimum information available prior to award. Will the State Parks recognize this costing variance in its evaluation of its offers received?

The State will consider information provided through the RFP process when evaluating proposals.

Facility Improvement Plan Questions:
(Submitted By IS Architecture)
Questions to State Park:

1. Existing Conditions
a. Are there existing drawings of the site and building?

No.

b. Are the location and sizes of utility services known? Gas, Sewer, Electrical, Water?

Yes. The Gas line is one inch and the meter has been removed, gas line is stubbed out with a shut off valve. The Sewer line is three inch in diameter, and the State has a video of the line on file. The Electrical service is 70 amps. The Water line is 1 ½ inch with a meter

c. What information is there available on the building? Is there a condition assessment report?

The conditional assessment report will show electrical improvements needed and a new rolled asphalt roof installed in 06/07.

d. How much information is known on the current termite condition? Is there a recent inspection report?

The last evidence of an inspection is in 2003 and there is no report on file as to the findings.

e. How much of the lot, to the rear of the building, is considered part of the property?

Per page the Sample Contract, page 72 of the RFP, Section 19 Housekeeping, Maintenance, Repair and Removal, during the term of this contract at Concessionaire's own cost and expense, Concessionaire shall maintain and operate the Premises and areas in, on, or adjacent to a distance of not less than fifty (50) feet.

2. Construction Cost Estimating

a. Will the job be "prevailing wage" for construction?

Concessionaire-funded construction projects do not require the payment of prevailing wages.

3. The Secretary of the Interior's Standards for the Treatment of Historic Properties

a. Since the building is not historic what Sec. of the Interior Treatment approach is expected for the building and perimeter fencing?

The Standards state that adding (successive) layers of non-historic materials and/or features creates a false sense of history. The requirement is to prevent additional non-historic development.

b. The existing facade is stucco, which is not per period. How much are they expecting the facade altered? IE: do they want wood siding? Change out windows? Is the existing wood covered porch acceptable?

The minimum facility improvement requirements are listed on page 16 of the RFP and again as Exhibit E to the Sample Contract. Additional improvements may be proposed per page 17 of the RFP Interpretive Plan which states that historic-style landscaping, court yards, patios, walkways, building walls (repair and replacement should be period appropriate.

c. Can the building be expanded? Can the porch area be enclosed?

Yes. The minimum facility improvement requirements are listed on page 16 of the RFP and again as Exhibit E to the Sample Contract. Additional improvements may be proposed per page 17 of the RFP Interpretive Plan which states that historic-style landscaping, court yards, patios, walkways, building walls (repair and replacement should be period appropriate.

d. Since the building is not historic can the building be altered without concern of damaging historic materials?

Yes. The minimum facility improvement requirements are listed on page 16 of the RFP and again as Exhibit E to the Sample Contract. Additional improvements

may be proposed per page 17 of the RFP Interpretive Plan which states that historic-style landscaping, court yards, patios, walkways, building walls (repair and replacement should be period appropriate.

e. Can a built element as an entryway be defined off of San Diego Avenue?

Yes. The minimum facility improvement requirements are listed on page 16 of the RFP and again as Exhibit E to the Sample Contract. Additional improvements may be proposed per page 17 of the RFP Interpretive Plan which states that historic-style landscaping, court yards, patios, walkways, building walls (repair and replacement should be period appropriate.

4. Landscaping

a. How much landscaping / planting will be required? Will the concrete patio need to be removed for plantings or will plants in pots / raised planters be acceptable?

The minimum facility improvement requirements are listed on page 16 of the RFP and again as Exhibit E to the Sample Contract. Additional improvements may be proposed per page 17 of the RFP Interpretive Plan which states that historic-style landscaping, court yards, patios, walkways, building walls (repair and replacement should be period appropriate.

5. Archeology

a. Since the building is not historic will the archeological requirement be limited to only monitoring?

No.

Facility Improvement Plan Questions:

(Submitted By Lyons, Warren & Associates, Inc.)

1. Is there any information on the existing water service line (size and location) and meter size?

Water line is 1 ½ inch with a meter.

2. Is there an existing gas line and meter to the building? If so what is the size and where are they located?

Gas line is one inch and the meter has been removed, gas line is stubbed out with a shut off valve.

3. Is there any information on the existing electrical service, size and location?

Electrical service is 70 amp at main disconnect and metered on site.

4. Is there any information on the existing sewer, location and size?

Sewer line is three inch in diameter.

5. Can the grease interceptor be located in the parking lot behind the building?

No.

6. Is the building currently air conditioned? If so can the units be reused?

No.

7. Can any new equipment (i.e. condensers, kitchen hood exhaust fan, etc) be located on the ground?

Any proposal will be subject to current codes.

8 Are fire sprinklers required by local codes or the state?

It is the responsibility of the Concessionaire to determine and meet all code requirements.

9. There will most likely be new mechanical equipment (kitchen air conditioning hood exhaust fan, etc) on the roof. Structural modification will most likely be required for this equipment. It is assumed that structural modifications to the building will be acceptable.

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements and as approved by the State.

10. It is assumed that the roof top equipment must be screened from view. Can the parapets be extended or should separate roof screens be used?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements and as approved by the State.

11. Is an internal (inside the restaurant) grease tank required?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

12. There is an existing trash enclosure behind the building. Can this be used or is a separate enclosure required for this building? If so where can it be located?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

13. Should all of the restroom facilities be located within the building or can some of the required fixtures be included in the parks public restrooms? (If there are more than one hundred occupants, including employees, separate restroom are required for employees.

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

14. Are new accessible parking stalls and accessible path of travel specific to this building required? Or is the existing parking behind the building considered adequate?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

15. Should the courtyard/patio structures and fence remain?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

16. What is the extent of required new landscaping? Is it only within courtyard/patio area?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

17. Is there existing irrigation system or irrigation water available, if needed?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

18. Is the existing patio/courtyard paving acceptable or does it have to be replaced?

It is the responsibility of the Concessionaire to design and construct the proposed facility within all code requirements.

19. Are there any "As Built" drawings available for the existing building?

No.

Interpretive Plan Questions:

(Submitted By Quality Coast, Inc.)

1. Many historical accounts from the time period of 1856 to 1872 show Old Town as somewhat bleak, unappealing and at a truly low point in its history. Trying to recreate an accurate interpretation of this time period may not be the most conducive atmosphere for a food service establishment. To what level of accuracy in incorporating an interpretive plan for this time period, while also creating a profitable food service environment is necessary for its concessionaires?

California State Parks recognizes the need for modern sensibilities in the adaptive reuse environment we have in the park. The Vision for the park is to provide an “authentic” visitor experience. With review and approval by the State the concessionaire will strive to create a memorable experience with the look, feel, and ambiance of the period, even if it is not 100% accurate. Considering the information in resources such as the *Retailers Reference*, *Sign Guidelines*, period cookbooks, period menus, period images of restaurants (especially in California), period newspaper ads & articles can you give diners a sense of the 1800s (1856-1872)? The closer to 100% accurate, the more authentic and memorable the experience will be.

- a) What does the dining area look like? Does it transport the diner to another century? Are all of the furnishings of the time period?
- b) What is the staff wearing? Do they appear as if they are from the 1800s?
- c) Is the table service evocative of the 1800s? Linens? China? Flatware? Serving pieces?
- d) Does the menu reflect the 1800s? In appearance? Dishes served? Beverages available?

Interpretive Plan Questions:

(Submitted By Lee Pagni, Certified Interpretive Planner, NAI)

1. Any interpretive plan developed without coordination with other Park entities runs the risk of being unrealistic or irrelevant. How does the Park plan to address this situation so as to help us develop the most effective interpretive plan possible?

The Old Town San Diego State Historic Park Strategic Plan for Interpretation (SPI) is the guiding document for interpretation in the park and is available on the park website at www.parks.ca.gov/oldtownsandiego . It is up to the concessionaire to research, or be familiar with, the other operations in the park; then determine how they can best contribute to the Goals and Objectives identified in the document.

2. Our concession would play a role in the larger picture of the Park and its mission. Currently, what types of interpretive elements (architecture, furnishings, merchandise, events, activities, and scenarios) are lacking for the interpretation of the American Period (1856 to 1872) that our concession could address?

Currently there is not a restaurant in the park that reflects 1856-1872 in appearance or menu offerings (though the Cosmopolitan will be of this same time period). Referring to SPI might provide inspiration for possible activities, events, or scenarios. In addition, research into the types of activities at other historic inns and restaurants throughout the country might provide some inspiration. Other references to consider:

The Early Inns of California: 1844-1869, Ralph Herbert Cross, 1954.
The Great American Bars and Saloons, Kathy Weiser, 2006.
Saloons Bars & Cigar Store: Historical Interior Photographs, 1999.
Mrs. Hill's New Cook Book (Originally published in 1867)
Miss Leslie's Directions for Cookery: an Unabridged Reprint of the 1851 Classic
Miss Beecher's Domestic Receipt-Book (Originally published 1858).
From Fingers to Finger Bowls by Helen Walker Linsenmeyer, 1990.

3. Interpretive plans should address management goals via interpretive strategies that connect the audience to the resource. What is known about our audience (for example, what percentage are repeat visitors?)? How does this information currently guide the Park's interpretive planning and activities?

Overall visitation is similar to the visitation for San Diego in general – higher percent of out of the area visitors during the summer months, out of the country visitors affected by their holiday schedules and economy, an increase of Orange County, and LA visitors with economy down turn or increase in gas prices.

Park staff work closely with the San Diego City Schools 4th Grade school program. During the school year there is a high percentage of school groups in the park. State Parks is working on strengthening the park living history programs on Wednesdays and Saturdays during the month. This is more influenced by park resources than visitor demographics. State Parks is also working with the Old Town Merchants Association to provide more activities in the park.

4. Many of the considerations in the interpretive plan and even facility improvement sections of the RFP are aesthetic in nature (i.e., deal with appropriate furnishings). Stakeholders directly related to the Park, including Park employees, concessionaires, docents, and volunteers (such as Boosters of Old Town) and even individuals and entities not directly related to the Park (such as the San Diego Historical Society) have both a vast knowledge of and an interest in helping to define such aesthetic elements. Is there a process for us to engage these entities and groups to support our planning?

California State Park specialists are available to provide feedback to questions and submittals within the scope of the concession process. It is up to the concessionaire to organize any stakeholder meetings they deem appropriate.